

ABSTRACT OF THE DISCLOSURE

A method and apparatus for aggregating data items to be sent to a mobile terminal subscriber. A plurality of data items are received from content providers and a subscriber provisioning profile is used to select out desired data items for display on a mobile terminal or a client terminal. The subscriber provisioning profile contains the mobile terminal subscriber's preferences with regard to the data items, and the data items are formatted for display according to the mobile terminal subscriber's provisioning profile. The formatted data items are transmitted to the mobile terminal subscriber's terminal for viewing by the subscriber.